



CALPEEK

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CA BUDGET CRISIS SPURS INITIATIVE FEVER.

Editor's note: The State's current fiscal crisis and the possibility of another **budget deadlock** has stimulated talk about constitutional amendments (in the form of initiatives) to resolves a number of fiscal problems. Here is a brief update...

...Already in circulation is an initiative by Dale Stocking of Californians for Budget Process Reform. Under this proposal, if the budget is **not** enacted before the June 30th deadline (along with trailer bills), the current or old budget becomes the temporary operating state budget on July 1st. The measure also requires the governor and members of the legislature to forfeit all their salary and travel & living expenses (and prohibits retroactive payment) until a new budget is approved. Stocking has until Sept. 20 to collect 615,958 signatures. As of now, few expect this measure will qualify because there doesn't seem to be any major financial backing...

...On the other hand, Gov. Pete Wilson and the legislature had better take notice when the Howard Jarvis Taxpayers Assn. announces that it is seriously looking at launching an initiative drive aimed at preventing the State from ever again taking **property tax** revenues that should go to counties and cities, and shifting them over to fund schools. HJTA Pres. Joel Fox mailed a June 9 memo to county & city officials asking for their input. Again, this is a fairly new development, but one which is considered serious...

...Also to be taken seriously is a proposed initiative that would scrap CA's current tax system for a **single rate tax** (aka flat tax), combined with a **value added tax**. This proposal was drafted by economist Arthur Laffer and will soon be submitted to the Sec. of State's office by anti-tax crusader Ted Costa. Under this plan there would be a flat tax rate on personal income of **6.5%**

and all deductions except home mortgages, a renters credit and charitable contributions would be eliminated. And a **6.5% value added tax** would be the only other tax on the books. Sales, gasoline, corporate and even property taxes would be eliminated. Costa claims this plan is *revenue neutral*. Could a proposal like this win voter approval? Perhaps, but it would take a massive amount of money to educate voters. Stay tuned...

A LITTLE VACATION TIME FOR CALPEEK

If we stay on without taking a vacation, our 44-issue year will end in mid-October. So during the summer we plan to take off the last week in June and the first week in July. That means no issues on June 28th or July 5th. Issue #26 will be dated July 12th. We'll also take time off in August. We'll keep you posted...

JUNE 8 ELECTIONS: CALPEEK's WINNERS & LOSERS.

Editor's note: Once again it's time for one of your favorite columns, CALPEEK's **Winners & Losers** from the just concluded L.A. Muni runoff...

● **T-Rex Award** - The big overall winner was the campaign of L.A. Mayor-elect Richard Riordan. Despite the late DUI disclosures which threw the campaign off stride for the last few days, campaign chair Bill Wardlaw, consultant Clint Reilly, manager Jadine Nielsen, communications director Joe Scott and pollster Arnie Steinberg deserve lots of credit for bringing Riordan from an almost unknown but major campaign contributor to mayor-elect...

● **Royal Flush Award** - Winner of this hand is Bicycle Card Club general manager George Hardie. With his team, he drew to an inside straight and knocked off 4 card club proposal in So. Calif. The Normandy Club in Gardena helped in the West Holly-

{Continued Next Page}

wood campaign (Measure D), where consultant Rick Taylor's late direct mail assault caused voters to defeat this measure by a 70% to 30% margin. But to be fair, citizen committees in other cities also contributed time and money to these campaigns...

- **New Kid on the Block Award** - To GOP consultant Tom Shortridge, who managed the underdog campaign of Councilman-elect Rudy Svorinich and knocked off incumbent Joan Flores. He also got the award for the Best Use of Matching Funds...

- **Longest Night Award** - With the exception of the L.A. Police Protective League, **organized labor** was the big loser in the L.A. muni runoff. Most unions backed losing candidate Michael Woo...

- **Gastronomical Goof Award** - Or as some call it, "The Icky, Sticky CDP Screw Up." When the price tag on the CA Demo Party's GOTV/donut scheme to boost Demo voter turnout for Woo was announced at \$100,000, many CA Democrats ran for the Roloids...

- **Smart Politics Award** - Goes to Assemblyman Richard Katz(D), U.S. Rep. Howard Berman(D), U.S. Rep. Maxine Waters(D) and Councilman Zev Yaroslavsky. They remained *neutral* in the mayor's race...

- **Smart Endorsement Award** - To Councilmembers John Ferraro, Hal Bernson, Joel Wachs and Richard Alatorre --- they endorsed Riordan. Others who backed Riordan included Nick Patsouras and Stan Sanders, who may emerge as a major player in city hall politics...

- **Worthless Endorsement Award** - To Pres. Bill Clinton for his lukewarm support of Woo...

- **Illegal Endorsement Award** - To the CA Demo Party(CDP) for its illegal endorsement of Woo...

- **Masters of Mud Award** - To media consultants Squier, Eskew & Knapp, who produced one of the best negative TV spots for loser Michael Woo. Woo may have lost, but SE&K's "Religious Right" hit caused the Riordan team some sleepless nights...

- **Best News Media Hit** - Hands down winner: Josh Mankiewicz and the KCAL-TV news crew who video-

taped Councilwoman Joy Picus catching a few zzzz's during a council meeting. Yes, this video was turned into a hit piece for the eventual winner, Laura Chick...

- **Best Media Coverage** - Century Cable TV, KCAL-TV and KCRW-Radio's "Which Way L.A." are the winners for this cycle...

- **Far(r) Horizons** - To new U.S. Rep. Sam Farr's winning campaign team: Larry Sheingold, direct mail; John Franzen, media consultant; Darlene Dunham, fundraising; Fairbank, Maslin & Maullin, polling; and Berry & Muller, field ops. Stay tuned...

27th A.D. SPECIAL: FIELD GROWS FOR FARR'S SEAT.

New U.S. Rep. Sam Farr(D-Carmel) may have just been sworn in as the area's new congressman, but the campaign to replace him in the CA State Assembly has been going on almost from the day Farr started to run for Leon Panetta's 17th C.D. seat...

...The very early candidates include Santa Cruz Co. Sup. Gary Patton(D); former Santa Cruz Mayor John Laird(D), the city's first openly gay mayor; and former Santa Cruz Sentinel editor Bruce McPherson(R)...

...There is a second tier of candidates who are "testing the waters." This group includes soon-to-be ex Monterey Co. Sup. Karin Strasser-Kauffman(D) and Susan Whitman(R) of Pacific Grove, who ran against Farr last November. She got 54,460 to Farr's 94,852...

...Not running is Salinas attorney Bill Monning(D), who finished a very strong second to Farr in the 17th C.D. primary. Monning has endorsed Patton. The primary special will be called on Aug. 31, with a Nov. 2 runoff. Stay tuned...

PRESS, POWER & POLITICS SUBJECT OF PANEL.

Is the news media more interested in ratings and sales than in providing the public with responsible news coverage? That's the subject of a panel discussion sponsored by Women For, 7 p.m., June 30, Sherry Frumkin Galleries, Santa Monica. Panelists include Joseph Benti, KCBS-TV reporter Patty Ecker, L.A. Weekly news editor Ruben Martinez and L.A. Times TV critic Howard Rosenberg. Cost is \$25. For info (310)657-7411...

CALPEEK'S ETCETERA: POLITICAL SHORT TAKES.

Editor's note: Here are a few political items worth noting...

- **Beatbob, Inc. Video Aimed at Dornan** - A year and a half before he faces reelection, controversial but colorful U.S. Rep. Bob Dornan(R-Garden Grove) is the subject of a *unique fundraising drive* launched by the Orange Co. Demo Party. The goal is to raise \$300,000 to either discourage Dornan from running in 1994 or to defeat Dornan should he seek reelection. As part of the fundraising package, the Demos unveiled a 6-minute video called, "Dornan: In His Own Words." It was put together by Mainstreet Media of Irvine and is a compilation of some the congressman's more famous (or infamous) comments made over the years --- including his 1992 comments about GOP rival Judy Ryan and her supporters. You remember. He called them "lesbian spear chuckers." O.C. Demo chair Howard Adler says that Beatbob, Inc. has already sold 40,000 shares. For info about the video, call (714)835-5158...

- **Battle of the Georges** - When the City of Bellflower holds its Aug. 10th special election on whether or not to permit card clubs to operate in the city, it will be veteran campaign consultant George Young working the YES side of Measure A vs. Bicycle Card Club general manager George Hardie on the NO side of A. Young has hired campaign manager Rene Ramsey to run the daily operation. The YES on A forces are already out with their first piece of mail in what promises to be a bruising campaign because **Bellflower** is right next door to Hardie's club in **Bell Gardens**...

- **The Riordan Transition** - 20 years ago when ex-Mayor Sam Yorty was leaving office, he and his staff didn't give incoming Mayor Tom Bradley the time of day. But as mayor-elect Richard Riordan prepares to take over on July 1st, sources say Bradley and his staff have been very helpful and are doing all they can to make sure the transition runs smoothly. Key members of the Riordan transition team include Jadine Nielsen, executive director; Ted Stein, policy adviser; Kim Wardlaw, governmental liaison; Dan Blackburn, communications director; Charles Bakaly III, counsel; and Gary Mendoza, counsel...

- **Hsieh for BOE Seat?** - Conservative Republicans are *fuming* over the prospects that Demo S.F. Co. Sup.

Tom Hsieh may be Gov. Pete Wilson's top choice to fill the vacant Board of Equalization seat that used to belong to Bill Bennett(D). Why would Wilson anger hardliners even more by appointing a Demo? One theory making the rounds is that Wilson was put up to this idea by one of his political advisors, Joe Shumate, who ran Hsieh's first campaign. Hsieh is no liberal and gets lots of support from GOP voters and might be helpful to Wilson in 1994 with Asian voters. However, conservatives argue that if Wilson is going to appoint a Demo, why not appoint someone like State Sen. Dan Boatwright of Contra Costa Co. -- and at least that way the GOP might have a shot at winning his senate seat...

- **Late Results & Corrections** - We goofed real bad on the June 8 election results from the Monterey Co. Bd. of Supes races. There were NO winners in the primary and thus the top candidates in all three races will be in an Aug. 3 runoff. That means that incumbent Sup. Sam Karas (38.5%) will face Jeff Davi (22.4%); Marina Mayor Edith Johnsen (34.4%) will face Ms. Ira J. Lively (27.8); and Simon Salinas (35.5) will battle Jesse G. Sanchez (28.85). In San Mateo Co., the new sheriff is Don Horsely. In the June 15 special in S.F., Measure A for a permanent 1/4 cent sales tax hike for schools won with a healthy 73.3% YES vote. This sales tax had been approved before, but not by a 2/3rds vote. The voter turnout was a very low 15%. A nice win for consultant John Whitehurst. Stay tuned...

MTA's FRANKLIN WHITE TO ADDRESS L.A. FORUM.

Franklin T. White, executive officer of the L.A. Co. MTA, will discuss his first 100 days on the job when he addresses the L.A. Current Affairs Forum, 11:30 a.m., reception, 12:15 p.m. lunch, July 9, Hyatt Regency Hotel, L.A. For RSVPs, Emma Schafer (310)445-8862...

UC DAVIS EXTENSION OFFERS CAMPAIGN TRAINING.

UC Davis Extension's 9th annual Political Campaign Management Institute will offer 4 days of workshops and lectures, beginning July 8 with a day long workshop on Special Elections for Ballot Measures & Open Seats, taught by consultant Larry Sheingold. From July 9-11 is the regular institute class. Speakers include consultants Ray McNally and Jeff Raimundo. Cost for the entire package is \$505. For info (800)752-0881...

CALIF. INITIATIVE UPDATE: 2 MEASURES GIVEN OK.

Editor's note: The CA Sec. of State has given two more initiatives the go ahead to collect signatures for the June 1994 ballot. Here is a brief update...

- **"Casino Gambling"** is the official title of an amendment which would repeal the prohibition against casino gambling in the City of Adelanto in San Bernardino Co. This measure would set up an experimental project in Adelanto and would allow the governor to appoint a 3-member gaming commission. Groups who want to participate in the gaming would have to pay the city and State \$225,000 initially and yearly after that. The proponents are John Brown of Oxnard and Robert Wilson of Studio City. They need to collect 615,958 signatures by Oct. 28 in order to qualify. Brown can be reached at (805)983-2238. Both have tried this kind of gaming initiative in the past and Wilson has been on this Adelanto/gaming kick since the 1970s. The problems in the past all relate to the same thing: lack of money to qualify such an initiative...

- **"Park Lands, Historic Sites, Wildlife and Forest Conservation. Bonds,"** is the official title of a statute which if adopted would authorize general obligation bonds of nearly \$2 billion to buy, develop, restore and conserve park lands, historic sites, wildlife areas and forests throughout Calif. The proponent is Gerald Meral of the Planning & Conservation League (916)444-8726. The group needs to collect 384,974 signatures by Nov. 3 to make the June 1994 ballot...

...FYI: There is a fair chance that ACA 6 may be moved off the Nov. 2nd special election ballot. ACA 6 is a constitutional amendment which lowers the voter approval requirement for school facility bonds from 2/3rd to a simple majority vote. Legislation moving ACA 6 to the June 1994 ballot has already been approved in the Assembly and won a 6-3 vote in the Senate Education Cmt. It is not known what Gov. Wilson will do if this bill reaches his desk. Stay tuned...

HEALTH CARE TOPIC OF JUNE 24 WIPA LUNCHEON.

Suzanne Hoehl, director of Calif. Health Decisions, will discuss the challenges facing the U.S. health care system at the June 24 luncheon sponsored by Women In Public Affairs. 11:30 a.m. reception, 12 noon lunch, L.A. Hilton & Towers. RSVPs to Marille Rafferty or Maria Saenz (213)775-3486...

FBI'S SESSIONS AT S.F.'s COMMONWEALTH CLUB...

FBI Director William Sessions will be the guest speaker at the Commonwealth Club of CA, 11:45 a.m., June 25, Grand Ballroom, Hilton Hotel, S.F. For info and RSVPs (415)597-6705...

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

- Former L.A. Dep. Mayor and mayoral candidate Linda Griego has been elected to the Bd. of Directors of First Interstate Bank of Calif...

- The GOP campaign consulting firm of Russo Marsh + Associates has opened a DC-area office at 601 King Street, Ste. 302, Alexandria, VA 22314. Phone is (703)739-0172. Tony Marsh has relocated to run the DC operation...

- Daniel P. Kramer has been promoted to executive director of the CA Independent Petroleum Assn....

MARKETPLACE NETWORK

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